CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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TURNING SUNDAY PATRONAGE CORNER

Is The Shoe On The Other Foot?

There was a time not long ago when movies were given as the major factor in juvenile delinquency and no matter how many surveys and studies showed otherwise, it was hard to disestablish the idea. Now, paradoxically, the idea is growing that the absence

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More Customers Here Than Ever

Canada's estimated population rose to 18,683,000 at Oct. 6 of this year, with all provinces except Prince Edward Island reporting increases. The Dominion Bureau of Statistics said that the Oct. 1 figure represented an increase of 326,000 compared with

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INCREASE IN ATTENDANCE OBVIOUS IN ONTARIO

For a long time Sunday movie patronage in Ontario, which was inaugurated in Toronto on July 2, 1961, showed little to make the exhibitor happy. Patronage was poor and the Sunday patrons didn't add anything to the week's gross. But it seems that the corner is being turned and in some situations Sunday is as big as Saturday, traditionally the biggest day of the week in Ontario. In Quebec, where Sunday movies have been the rule for a half-century, Sunday is a bigger day at the boxoffice than Saturday. "Sunday business has improved considerably," said one circuit executive, "although we still don't know how much of the gross would have been spread over the rest of the week. In

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CFW Editor Appointed Pioneers' Archivist

Hye Bossin, editor of the Canadian Film Weekly and the Year Book of the Canadian Motion Picture Industry, was last week appointed Official Historian and Archivist of the Canadian Picture Pioneers. The appointment was made by the Board of Directors, meeting in Toronto with Frank H. Fisher, president, in the chair. The post is newly-created.

Bossin, an honorary member of the CPP, is the author of Canada and the Film, the first history of the Canadian motion picture industry, which appeared in the Year Book in 1951. He is the chief contributor on the motion picture in the Encyclopedia Canadiana and created the Pioneers' own historical volume, The Gold Book.

In 1951 Bossin received the Special Award of the Canadian Film Awards "In recognition of his valuable contributions over the years in the field of

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Walt Disney's 'Savage Sam'

Brian Keith, Tommy Kirk and Kevin Corcoran star in Walt Disney's Savage Sam, which Norman Tokar is directing.

Atlas-Dola Adding People & Product

Leslie Allen's enterprises, which have been in prolonged negotiations with The Rank Organization for the acquisition of The Odeon Theatres (Canada) Ltd., are certain throbbing if not thriving. Personnel has been expanding and now includes some very well

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Reopen Oak, Vancouver

Vancouver's 400-seat Oak Theatre, closed three years ago, has been reopened by Leonard B. Johnson, owner of the Lougheed Drive-in in nearby Burnaby, after a complete modernization and refurbishing program. The Oak, built in 1937, was acquired in 1945 by Odeon Theatres and bought by Johnson in 1959.

'63 A Bigger Year, Says Associated British

There's good news for theatre operators in the statement of Associated British that its Elstree Studios, though large, "will be strained to the utmost during 1963 to accommodate a large and varied lineup of product that cannot fail to make a considerable impact on the motion picture screens of the world." Production chief J. R. Wallis says that 1963 will be a bigger year than 1962, a record one.

AB, which made the Paramount-released It's Wonderful to Be Young, with Cliff Richards, has him in another, Summer Holiday. It also has Nancy Kwan in Tamahine, which it is producing in collaboration with the Toronto-based Seven Arts. We Joined the Navy, starring Ken-

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U-I's 'The Brass Bottle'

Tony Randall and Burl Ives have been signed by Universal to star in The Brass Bottle.

Syd Spiegel Re-elected As NAC Vice-President

Sydney Spiegel of Super Pufft Popcorn Ltd., Toronto, vice-chairman of the Canadian Region of the National Association of Concessionaires, was re-elected second vice-president of the NAC at its annual meeting, held recently at Bal Harbour, Florida. Augie J. Schmitt, Houston, was re-elected president; Edward S. Redstone of Boston vice-president; and Harold D. Chesler of Salt Lake City treasurer.

Spiegel reported on regional meetings held in six cities and announced three more for 1963.

Wm. G. Lester

Pioneer Of The Year

1962

BEFORE Bill Lester got into the theatre business he attended Mount Royal School in his native city, Montreal. He played amateur baseball and hockey for the North Branch YMCA. He was an office boy on The Montreal Star before going into the accounting department, after which he was secretary to Lord Atholton, owner of the paper, for six months. He came back to The Star after his service as a member of the No. 1 gun crew of Capes Battery, following his enlistment in 1916. Now he was in the Star's ad department, a good place for him, since he had been a part-time employee of United Amusements since 1913. This was a year after the late George Ganetakos founded the predecessor company, Independent Amusements—the same year that Bill's brother-in-law, Alan Murray, introduced him to George, who was then running the two theatres destined to become the

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Toronto Arcade Now Art House

Toronto's 16 mm. dual-auditorium Arcade Theatre, opened by Principal Investments in Nov., 1961, has been switched to Townart Hall Ltd., operators of the Towne Cinema and the International Cinema. Now, as the Little Cinema, it is an art house, the first film under the new policy being La Viaccia, starring Jean-Paul Belmondo. The new policy was marked by a luncheon at the Lord Simcoe Hotel, Toronto, followed by a screening of the film. Little Cinema manager is Al Perkins, supervisor Barney Simmons.

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POPULATION

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the corresponding date in 1961. In the eight-year span since 1954, the peak year for the number of theatres operating in Canada, the population has increased by over 22 per cent yet the total of movie situations has dropped by 25 per cent.

The population estimate last Oct. 1 also was 445,000 more than the figure for the June 1, 1961, census.

The largest quarterly increase in the year between Oct. 1, 1961, and Oct. 1, 1962, was 92,000 in the June 1-July 1 period of this year.

The other quarterly increases were 88,000 between July 1 and Oct. 1, 1961; 77,000 between Oct. 1, 1961, and Jan. 1, 1962; 74,000 between Jan. 1 and April 1, 1962, and 83,000 between July 1 and Oct. 1, 1962.

The starting point of quarterly population estimates is the final population count by provinces from the 1961 census. Births and immigration are added to provincial totals, while deaths and estimated emigration are subtracted.

Among the provinces, Ontario had the largest numerical increase in population over Oct. 1, 1961, at 106,000. Quebec was second with an increase of 105,000 and Alberta third with 38,000.

While Alberta was third in numerical increase in the year, it was first in rate of growth at 2.8 per cent.

British Columbia's population rose 31,000, Manitoba 13,000, Newfoundland 12,000, Nova Scotia 11,000, New Brunswick 7,000, Saskatchewan 3,000 and Prince Edward Island's population remained unchanged.

American Film Festival To Take Place May 1-4

Fifth annual American Film Festival for 16 mm. films and 35 mm. filmstrips will take place May 1-4 at the Hotel Biltmore, NY. Blue Ribbon Awards will be made in 33 categories and presentations are set for a gala banquet on May 3, with all award winners getting a repeat screening the following day.

Turning Corner

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some situations we are even doing better business on Sunday."

At the time Sunday movies began operators were hoping for a weekly boxoffice improvement of at least 10 per cent.

Public support is so great for Sunday movies in Ontario, where 57 communities have voted in their favor during the past couple of years, that 29 more places will hold plebiscites this December. The first non-Ontario victory for Sunday movies was registered two weeks ago in Winnipeg and the next non-Ontario plebiscites will be held in BC, where Coquitlam, Richmond and Vancouver citizens will make their preferences known.

Maritimes and prairie provinces are awakening to Sunday movies and their exhibitors' associations are beginning to follow the leads of the Ontario and BC ones and stimulating public interest and local applications for plebiscites. There is no doubt that communities everywhere will go as Ontario went.

Ontario communities due to hold plebiscites this year are Brantford Township, Brampton, East York, Etobicoke, Galt, Guelph, Gloucester Township, Hamilton, Kingston, Kingston Township, Lindsay, London, Nepean Township, Newmarket, New Toronto, North Bay, North York, Orillia, Orillia Township, Ottawa, Owen Sound, Pembroke Township, Port Colborne, Peterboro, Port Arthur Township, Salt Fleet Township, Sarnia, Tillsonburg, Scarborough, Southampton, St. Thomas, Thessalon, Trenton, Vaughan Township, Welland, Westminster Township, Weston, Woodstock and York Township.

The townships are usually where the drive-ins are located. Other places are the suburbs of large cities which have their own municipal government.

Graburn Now Secretary

Art Graburn is now secretary of the Vancouver Branch of the Canadian Picture Pioneers, filling the post made vacant by the death of Steve Rolston, it was announced by Harry Howard, president.

NY GUESTS FOR CPP AWARD DINNER

Among the guests at The Pioneer of the Year dinner at the King Edward Hotel, Toronto, on Nov. 26 for Bill Lester of Montreal will be Max E. Youngstein and Jerome Pickman, respectively president and vice-president of the newly-formed Entertainment Corporation of America, and Martin Quigley, editor of the Motion Picture Herald.

Earlier that day Youngstein will be the speaker at the annual luncheon of the Motion Picture Theatres Association of Ontario in the same hotel. Quigley will present MPH's Grand Showmanship Award to Vic Nowe, manager of the Odeon Carlton, who won it this summer.

G. B. Markell, Cornwall exhibitor, will chair the MPTAO luncheon and Frank H. Fisher, vice-president and general manager of theatre operations of The Odeon Theatres (Canada) Ltd., will preside at the Award dinner as president of the Canadian Picture Pioneers, which is sponsoring it.

BC'S COMMONWEALTH 'REFINANCING'

Reorganization and refinancing of Panorama Estates, a public company listed on the Vancouver Stock Exchange, and Commonwealth Films, a private company which leases and operates both facilities, is being planned. Panorama Estates, formed with British capital, has an authorization of 3,000,000 shares, 2,000,000 of which are outstanding. The stock was recently offered at 50c and no bids.

Commonwealth Films, organized by Oldrich Vaclavek, its president and also vice-president of Panorama, has finished one film, The Bitter and the Sweet, at a cost of $350,00.

It begins to appear that Commonwealth, launched with much publicity about big plans, has run into the same kind of snags that other feature-production companies have in Canada in the past.

ICB ROTUS HARVEY TENT 28 GUEST

The Variety Club of Ontario, which is Tent 28 of the Variety Clubs International, will celebrate having raised $1,000,000 since its inception in 1946 for the establishment and support of Variety Village, its vocational guidance and residential school at Scarborough, which was opened in 1949.

Rotus Harvey of San Francisco, International Chief Barker, will be guest of honor at the next luncheon meeting, which will be held in the Park Plaza Hotel on Tuesday, Nov. 27. Past Chief Barkers of Tent 28 will be head table guests.

Dough Guy Sam Shopsy, going over financial records, noted that the yearly totals had, when put together, gone over the million-dollar mark. Lionel Lester, Chief Barker of Tent 28, decided that this warranted a celebration.

Guests from all over Canada, in Toronto for the motion picture industry annual meetings, will be at the luncheon.

OUR BUSINESS by N.A. Taylor

THE NATIONAL FILM BOARD AND CANADIAN FEATURE-FILM PRODUCTION
Part II

A RECENT editorial in *Boxoffice*, written by Eric Johnston, president of the Motion Picture Association of America, started with this quotation: "The American motion picture overseas is a window to the interest, variety and color of American life." These are the words of John Kenneth Galbraith, the American Ambassador to India. Mr. Johnston then goes on to quote American Ambassadors who unstintingly praise the work which American feature films have done in portraying the image of United States to different countries of the world.

We, in this country cannot, of course, compare our resources or export trade to that of the United States. Over the years we have depended on our National Film Board to present the image of Canada to other countries. To determine the value of its efforts, it might be very interesting and helpful to have a similarly realistic appraisal from our Ambassadors and trade representatives abroad.

Until recent years there has been very little reason for a Canadian feature-film industry, little room for it, and small chance of its getting started. Conditions have now changed considerably and it is practical to hope for the realization of what in the past has been merely a dream. We now have studio space, technical personnel, and creative and acting talents on a scale never before dreamed of. Many people are anxious to be involved in feature-film production. However, there are other important requirements.

In order to be efficacious and enduring, a motion picture feature industry in Canada must start slowly and be built on a solid foundation. It will take some time before we can hope to see a great Canadian motion picture depicting the vitality and heartbeat of our country. Our "talents" will have to mature. Our Government can be of great assistance in getting this industry started and does not have to do so at the expense of the taxpayer. Nevertheless, there are many perils to be avoided, not the least of which is the possibility that subsidization may bring the

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ATLAS-DOLA

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known names of the TV and film businesses. "We have the largest library of TV films in the world," states Harry Allen, brother of Leslie, who recently left the reportorial staff of The Telegram, Toronto, to head special projects. The best-known Leslie Allen companies are Atlas Telefilms Ltd., the company that was based on New Vinray Mines Ltd., a mining firm listed on the Canadian Exchange, Montreal, and acquired by the Allen group, and Dola Films Ltd.

Harry Ginsler, for many years a prominent film salesman, is handling film sales and Fred Chandler, who resigned from Phonodisc recently, is in charge of TV sales. Roy Davies is booking both TV and theatre accounts.

Wib Perry, one of the leading figures in the Ontario radio and TV fields, is in charge of operations in these areas. The company recently acquired radio station CHIC Brampton, subject to the approval of the Board of Broadcast Governors, and it is looking around in the TV station field.

Roy Hawkins is in charge of facilities.

Dola, as part of its increased activity, will distribute the King Features cartoon series in Canada. These are Krazy Kat, Barney Google-Snuffy Smith and Beetle Bailey. The cartoons in "trilogy," to be ready for debut in the fall of 1963, total 50 in each group.

ASS'D-BRITISH

(Continued from Page 1)

neth More, Lloyd Nolan and Joan O'Brien, the last two from Hollywood, and featuring Mischa Auer, is a Daniel Angel co-production now awaiting release.

Also ready is The Punch and Judy Man, with top comedian Tony Hancock, Sylvia Syms and Ronald Fraser; Dr. Crippen, starring Donald Pleasance, a film about the famous murderer in which James Robertson Justice is the captain of the Canada-bound ship on which Crippen and the woman he murdered his wife for, played by newcomer Samantha Egga, are fleeing; and Sparrows Can't Sing, a lusty, down-to-earth film directed by Joan Littlewood, who, as a stage director, discovered the play, A Taste of Honey.

AB films to be made in 1962 include The Pot Carriers, Guns of Darkness, The Bargee, another Charlie Drake starrer and The Golden Fool.

Many Associated British films are released in Canada by International Flm Distributors.

WB's 'Wall Of Noise'

Suzanne Pleshette, Ty Hardin and Dorothy Provine will star in WB's Wall of Noise.

TED FORSYTH, ex-Odeon assistant g.m. in this country and now putting The Big Push behind Rank's Old Country bowling division, sends his kindest regards to the friends he left behind him here . . . *Spectacularama* is a good word to use in describing the all-new Ice-Capades, iced by John H. Harris and seen at the Gardens, where two extra full-house matinees had to be added. Though loaded with Canadians, it's full of Yankee Doodle Dandyism, not even the narration allowing for the fact that this isn't the USA . . . *By the way*, isn't it time the Gardens opened an advance window, so that people who are there to pick up reserved or paid-for tickets don't have to waste time behind others who are negotiating for theirs? They both have to get into the same line now . . . *Municipal Parking*, which stops collecting fees at 11 p.m., charges 15c per hour and a 50c maximum after 6 p.m. Yet if you pull in at 10.45 p.m. the guy in the coop grabs you for the maximum or a little less. Why? Seems like a good way for him to accumulate a little for his old age if he's so inclined. He can't be charging for past-11 parking, for that's not mentioned on the signs, so there's no charge for it . . . *The Bomb* is influencing the age-old patterns of conversation. "It looks like rain," a person would say and the reply would be, "Yes it does" or "The farmers need it." Now the reply goes something like this: "It's better than having a bomb dropped on us!"

"BUSINESS is so bad that people I offer passes to ask 'Are these good on Saturday and Sunday?'," said one manager the other day . . . *That Channel 11* travel program, *Destination*, is very much like one Win Barron tried to sell the TV stations around here for a couple of years without luck . . . *My comedian* friend Wally Dean, who does the funniest drunk in the business, invented a new word. "I'm dying of malnuthirst," he said . . . *Bill Redpath*, who sold The Allens projection equipment in 1907, has retired from General Films after all these years. Bill, one of nature's noblemen, has many interesting tales to tell about the early days . . . "*Half the people* who pick up their Savings Bonds in November cash them right away," a bank clerk told me . . . *Sydney Newman*, though he is leaving the UK's ABC-TV to take the top drama post at the BBC, is much praised and much quoted in ABC-TV's new 223-page illustrated volume, *Anatomy of a Television Play*. Sydney, who started with the NFB and headed CBC drama before going to ABC-TV, would be a tremendous addition to some USA network — if he could be induced to come back to America . . . *Murray Sweigman*, the theatre posters-numismatics man, just sold one of those teenchy-weenchy 1921 Canadian silver nickles (Remember when the girls had them made into bracelets?) for $950. The complete set of 1962 Canadian coins, if in mint condition, now brings $6, though it cost $3 packaged and the coins total $1.91. "Who needs the stock market?" Murray asked me.

OUR XMAS EDITION, now in preparation, will offer *Ramsaye in Retrospect*, an article drawn from personal letters to me by the late Terry Ramsaye, author of *A Million and One Nights* and the best film trade journalist of his time . . . *Did you know* that a former Toronto burlesque drummer now runs an art house? I write of Curly Posen, who operates the Kent. What good's a stripper's grind or bump without a roll or a rim shot? Curly was a big man with the peelers in the old Casino . . . *Show Business* secretaries in Hollywood have a club called *Good Fridays of Show Biz*. That same gal who is calling herself a "Good Friday" is often thought of as a portal-guarding "dragon" by those who'd like to drop in on her boss—and spoken of that way. Better they should have called themselves "The Hollywood Dragons" . . . "*Marc Tanno*, 22-year-old singer who is a direct descendant of Rudolph Valentino," is in Hollywood for a career, notes *The Hollywood Reporter*. How do you become "the direct descendant" of a man who fathered no children? . . . *Competence* and arrogance don't have to go together in an accomplished actor. Peter Ustinov, in Toronto and Montreal for *Billy Budd*, proved that . . . *Who says Toronto* is a metropolis? Not only doesn't it have a civic museum but it's without an amusement park! . . . *By the way*, I'd like to get a postcard of Sunnyside Amusement Park to add to the ones I have of Hanlan's Point and Scarboro Beach. I would then have a complete set of our vanished fun centres . . . *New York* Police Academy valedictorian could begin his speech with: "Dear Fellow-Sisters—." They dress as women to catch muggers, you know.

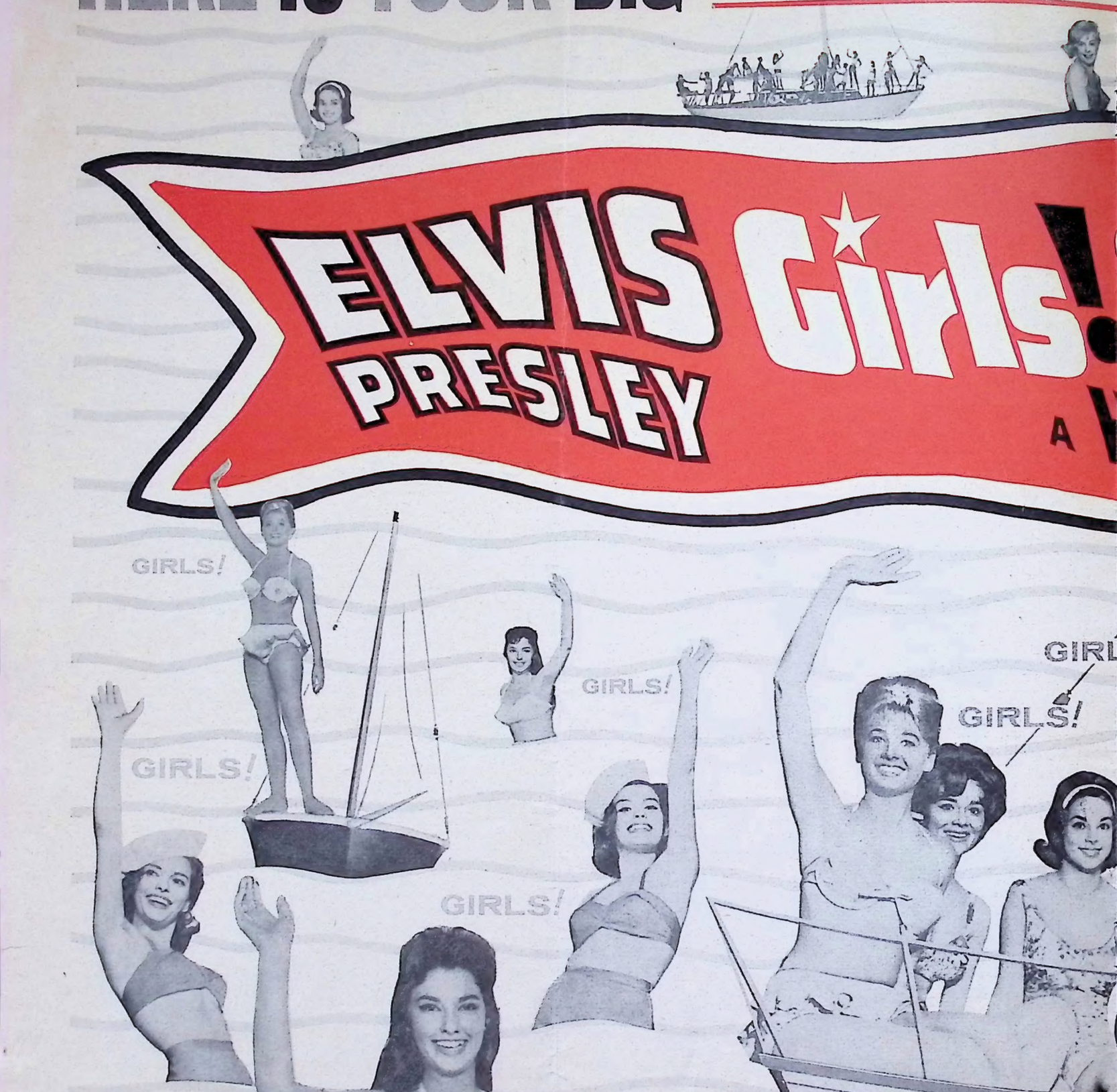
News Clips

Ely Landau, former NTA and National Theatres' partner, was in Toronto as producer of Long Day's Journey into Night and was interviewed on all mediums. The film, highly praised, is being distributed by IFD and opened with a premiere at the International Cinema . . . Part of the increase of competition for motion picture theatres in Toronto comes from racetracks. Years ago the total number of racing days in Toronto (including Long Branch) for a year was 88. Today there are 198, 80 of which are devoted to the trotters. The trotters race at night—the theatres' best period for business. However, there are now Sunday movies in Toronto but still no Sunday racing . . . The Queen Mother opened Associated British-Pathe's new £2,000,000 social centre at Croydon, London.

Two films have been made with subliminal perception, not to sell goods but to increase thrills, by the principals of Precon, a company which just obtained patents. Considerable use is seen for psychotherapy and education. Neither the Federal Communications Commission nor the Motion Picture Association of America has taken action against the use of subliminal perception, although the several bills introduced in the NY State Assembly and Congress did not become law. Subliminal Projection Co., Inc., of NY, which used the hidden-sell method at a theatre in 1957, has also applied for patents . . . Norelco's new FP20-S shutterless 35 mm. projector, developed by Philips engineers in Eindhoven, Holland, will be demonstrated at the combined TESMA-TEDA-Allied trade show in Cleveland Dec. 3-5.

Henri Audet of CKTM-TV, Three Rivers was re-elected president and Aurele Pelletier of CHRC, Quebec City was returned as vice-president by the French-Language Association of Radio and Television Broadcasters at the recent annual convention in Montreal . . . Affiliated Arts Co. Ltd. and Real Operating Corp. Ltd., two new companies in the entertainment field, have been incorporated in Ontario and both have their head office in Metro Toronto . . . Twentieth Century Theatres has reopened its 712-seat Park Theatre, closed for exactly a year, in Welland, Ont., where it also operates the only other house, the 1,200-seat Capitol . . . 200,000th patron for Emp-U's A Touch of Mink in Toronto, Mrs. E. C. Labbett, was presented with a mink stole by Keith Wilson, manager of the Odeon Fairlawn, along with other prizes.

HERE IS YOUR BIG BLOCKBUST



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OTHER FOOT?

(Continued from Page 1)

of movies, brought about by the closing of theatres, is a major factor. Citizens, unhappily for the operator whose cinema they allowed to close through non-patronage, are learning the hard way.

The letter by a Mannville, Alberta, teenager, written to the local paper, The Mirror, and reprinted here recently, made this plain. The community lost its only theatre. "We no longer enjoy weekend nights as we used to. Can we blame our parents when they won't let us go out? Certainly not! Parents are, naturally, wondering what we are going to do. They worry because we drive around town. However, I don't know why they can't realize that we have nothing else to do. We walk around town and are immediately dubbed 'streetwalkers' which seems to have a disagreeable reputation." The writer blamed the absence of the theatre.

Preston, Ontario, a lively town of 12,000, lost its cinema, the 420-seat, six-day Park, just over two years ago. Its hoodlumism and vandalism by teenagers have been so bad recently that the Canadian Legion formed a vigilante group and civic officials threatened to call in the militia. News of the doings in Preston has been published everywhere. "There have been many incidents of a similar nature in recent years," notes The Telegram, Toronto, in an editorial, Punks On The Loose. Most of them have been in small towns. It might be that the theatre, had it been kept open, would have relieved the monotony that causes these "young punks" to go in for "roaming the streets at night, damaging property, molesting women and girls, beating people up, threatening, terrorizing whole areas" because they can't create their own entertainment, despite the fact that they have plenty of money.

Perhaps a realistic look at things by the women's organizations that have always hounded the movies would lead to a realization that they are valuable and cause such organizations to examine a cinema-aid program.

Billy Butlin Honored By Variety Club Of Britain

Billy Butlin, a former Canadian who is Britain's holiday resort king, was recently honored by the Variety Club of Great Britain, of which he was Chief Barker in 1959. Butlin's personal donations total £60,000.

Dozens of notables drawn from every section of British life were on hand at the luncheon in the Savoy Hotel, London, at which Butlin was honored. Present as guests were 40 beauty queens in London for the 1962 Miss World contest.

Pioneer Of The Year

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40 of now. In 1955 the part-time ad lad of 1913 became the managing director of the United Amusement Corp. and in 1959 he was named president, his present post. The lad, who judging by his pre-movie days, liked to get around now gets around by sitting in the same place, for the world is brought to him through the 350 movies he sees each year.

Bill is a member of the Rotary Club, the Variety Club and he plays a lot of tennis, squash and bridge. He usually laughs his way through the tough opponents and the bad hands. Bill held a commission in the last war and did much Red Cross work.

A widower, his two daughters, Mrs. Don Campbell and Mrs. Don French, have made him a grandfather six times. He has one sister, Ruby, who is the wife of Alan Murray, comptroller of United Amusements.

Special Awards

ROY TASH, Toronto. The greats of the world, while including Canada in their rounds, have had as their inseparable companion for the past 45 years a genial, but firm gentleman who usually gave them orders. Greater persons than he have enough sense to take his orders, for this gentleman is Roy Tash, who, as a newsreel cameraman, records their doings, being thus a custodian of their fame and their chance for immortality. Roy is now Newsreel Manager for Associated Screen Industries, for which he has been a cameraman since 1924. Every year since its inception, he has covered the Canadian Picture Pioneers Awards Dinner and he will, after so many years of putting others into newsreels, get in one himself. Roy, always helpful to his brother Pioneers, is a member of the Canadian Society of Cinematographers, to which belongs the man behind the camera in this country.

HUGH SEDGWICK, Hamilton. The motion picture industry and the Canadian Picture Pioneers have every reason to be proud of Hugh J. Sedgwick, who, as the leading IATSE executive in Canada for many years, spoke for the projectionist—the man behind the man behind the camera. For not only is this affable, low-toned gentleman highly esteemed in the industry, he is recognized for his character and ability by American and English labor circles. But appreciation of him does not stop there. He is one of the best-known citizens of Hamilton, Ont., where he has been a leader in many community efforts. Born in Montreal, he worked as a pianist in theatres and as a clarinetist in Hamilton orchestras some years after his family moved there from Brantford. Then he became a stagehand and later a projectionist.

BILL STEWART, Toronto. In the days of the silents Bill Stewart was known all through the film world for the lively, ingenious way he made the public aware of the films he was exploiting. And who in the motion picture industry knew the public better? Bill Stewart, who for years now has been operating a vaudeville booking agency and a novelty business featuring balloons, was the favorite Toronto appointee of New York companies for making known the quality of their attractions, beginning with Sixty Years a Queen and Adolph Zukor's Queen Elizabeth, starring Sarah Bernhardt. He had busked in saloons and on ferry boats, had been a sideshow spieler and was a partner with Charlie Stephenson in an act that played vaudeville, musical comedy and burlesque for years. He was also a producer of shows, in that capacity giving Bea Lillie her start. He also managed many cinemas.

NEW CANADIAN FILM PROCESS

A new motion picture developing process, said to completely eliminate scratches and flaws, cut down the time necessary by one-quarter and cost less, has been invented by a Canadian, Guenter Schmidt, vice-president and general manager of Houston-Schmidt Ltd., the company formed in Toronto to market the Levitron processor, as the stainless steel and plastic machine is called. Great interest is being shown by industry, scientists and the military.

During its progress through the Levitron, which can be obtained in any size to accommodate up to 105 mm., the film rides on a cushion of air or liquid, never touching anything solid and thus eliminating scratches and other physical defects usually found in films processed by present machines. This method also cuts down by 95 per cent the number of moving parts and thus the Levitron costs less to build and maintain.

Schmidt, a 49-year-old physicist, came to Canada from Germany in 1950 at the invitation of Canada's National Research Council. He had worked in applied optics during World War II. After leaving the Research Council he was with Canadian Applied Research, a member of the Hunting Group, later an A. V. Roe subsidiary. He resigned in 1961 to open the new company.

CPP HISTORIAN

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motion pictures in Canada, and particularly his promotion of Canada film archives and historical writing."

The Pioneers' Archivist, who is also an authority on early Toronto drama, is the honorary consultant of the Toronto Film Collection of the Toronto Public Library and an honorary member of the Canadian Society of Cinematographers. A member of the Lincoln Fellowship of Canada, his writings on Lincoln and Canada, which are largely Canadian background to the American Civil War, have been quoted and reprinted. He has been four times a canvasman of the Variety Club of Ontario and has been chairman of its publicity committee. He was for some years an executive of the Bellwoods Park Baseball League.

Born in Toronto in 1906, Bossin was a compositor, a craft which has bred many writers, when he turned to journalism. In the 30's he was film critic of The Toronto Express, a weekly, conductor of the Even as You and Hye department of The Jewish Standard and The Midway department of The Barker Magazine, and writer of A Tattler's Tales of Toronto column of The Star Weekly. Until recently he wrote a weekly column, One Thing and Another, for The Toronto Daily Star.

In the late 30's he was the writer of the CBC radio network 30-minute variety show, Christie Street Capers, which starred Jack Arthur, Wis McQuillen, Sammy Sales and Cosette Lee. This year he rejoined Jack Arthur for writing chores in connection with his CNE Grandstand Show.

He is the author of three small books—A Saint in Street Clothes, the story of the late Willie Frankel, prizefighter and founder of the Newsboys Home; A Tattler's Tales of Toronto, a miscellany of his writings; and Stars of David, the story of Jewish participation in the theatre of Toronto, which was written to mark the 100th anniversary of Toronto's Jewish Community.

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Tom Daley Remembers

Early Days In The Maritimes

I

On the left Thomas S. Daley, whose reminiscences begin below, is shown being presented with a portable typewriter by Rube Bolstad, Famous Players' vice-president, when the former, at the time manager of the University Theatre, Toronto, retired early in 1959 after 50 years in the industry. Daley, who hails from Saint John, NB, now lives in Hamilton.

IT IS difficult to believe as one rolls back the years, nearly 60 of them, that in 1906 fishermen in their dories, lumberjacks in the woods and people in the towns and on the farms were then, even as today, excitedly talking about A Trip to the Moon and other amazing thrills of the new moving picture wonders which had just come to Canada's Atlantic provinces.

Maybe I'm a little out on my dates and sequences but I think the birth of the movies in the Maritimes was in mid-1906, not long before the writer started twisting the crank of the old Edison in the Unique Theatre, St. John, NB on the 24th of May, 1907.

My earliest recollection of a motion picture is that of the showing in the Mechanics Institute, St. John, of a Federal Government film, The Railway and Canal Systems of Canada. It was part of an election rally in the interests of the Hon. A. G. Blair, then Minister of Railways and Canals. I am under the impression that the film was made by F. Guy Bradford, who had come from England to this country to create travel and scenic subjects for the Canadian Pacific Railway.

Then came the travelling road-show companies of the Vitagraph Co. of America, the Miles Brothers, the American Mutoscope and the Biograph Co., each presenting a full evening's offering of such subjects as A Trip to the Moon, The Russo-Japanese War, San Francisco Earthquake and The Battle of Manila Bay. The last two were actually made in miniature but to the yokels they were the real thing.

THE FIRST "nickelodeons," as they were generally referred to, were usually converted stores on the main street of the town with the store fronts removed, a boxoffice installed in the centre and entrance and exit doors on each side. An extension of the boxoffice to the ceiling of the building provided the "operator's coop," as it was commonly called. Usually a plate-glass window with the inscription, "Watch the Operator at Work," formed the front wall of the coop and afforded passers-by a chance to see the man at the crank in all his glory — and usually in his BVDs. The machine area, generally 8' x 6', contained the hand-operated projection machine, film rewind bench and a grid rheostat that threw off about 150 degrees of heat when in use. Fire precautions consisted of a pail of sand and a pail of water, which was sometimes used for other purposes than intended. Old-timers will remember the results when a red-hot carbon stub was tossed into the pail.

Back of the rear seats a drape would be hung to prevent street light from hitting the screen and the ticket taker (usually an ex-policeman with a liking for a Donnybrook) sat on a high stool in front of the drape with a wad of Macdonald's "Black" in his mouth.

Kitchen chairs nailed together to two-by-fours were arranged in rows from the side walls, forming an aisle in the centre. Protruding nails in the seats proved painful and sometimes embarrassing to the customers if the manager had neglected his morning chore of checking the chairs with a clawhammer.

The screen was made of several sheets of cotton that had been whitewashed and sewn together with more seams showing than Cinerama. This was hung as close to the ceiling as possible, so that patrons in the rear seats were not blocked out by those in front. Grading of the floors was unheard of at the time.

AIR-CONDITIONING consisted of two intake fans installed at the sides of the screen. This was really something in the old Gem in St. John, which was bounded on one side by a Chinese laundry and on the other by Ned Hogan's livery stable. On a hot summer's night it was a tossup as to which smelled the worst, the theatre or the show. Believe it or not, the house was as a rule crowded for the two evening shows and never a complaint was heard.

A second-hand piano, tuned annually, and a pianist whose repertoire consisted of Over the Waves, Entry of the Gladiators and Love Me and the World Is Mine, plus a few hurries for the chase comedies, provided the musical accompaniment to the screen action and the inevitable singer of illustrated songs. It is hard to believe that within 10 short years of this the newly-opened Casino Theatre in Halifax was presenting a 12-piece ladies orchestra conducted by Frank Harwood, former concertmaster of the famous Palladium Orchestra of London, England, and who came to Halifax direct from an American tour as orchestra leader of Henry W. Savage's musical comedy, Head Over Heels. Harwood became musical director of the CPR Pacific steamship fleet after leaving Halifax.

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OUR BUSINESS

(Continued from Page 2)

production of minor films—films that tend to set back a budding industry rather than advance it. This happened in England and was not stemmed until a premium was put on quality.

No one should be deluded with the dream that the production of motion picture features is a joyride on the road to easy profits. There must be solid acceptance in many countries starting, of course, with the United States and England. We shall be in competition with virtually the whole world. We must qualify with quality, so that our features may firstly be found acceptable for showing, then desired for unique qualities and ticket-selling potentialities. There must be taste, care and discrimination in the selection of the subjects. The building of a solid industry entails the careful laying of brick upon brick.

At the present time the balance of payments between motor car imports and exports are completely disproportionate and some attempt is now being made by our Government to change this imbalance. To a lesser degree, the same thing applies to our motion picture and TV imports and exports. It is not nearly so easy to rectify this but by no means is it impossible. It will require the active assistance of the Government, the National Film Board and all those who are interested in a brighter and more exciting future for our country.

(To be continued)

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